



Georgia Department of Transportation



• ECONOMIC IMPACT REPORT FOR •
BARROW COUNTY AIRPORT



September 2020

According to Site Selection Magazine, Georgia is **ranked as the #1 state** for doing business.

Georgia Airports Mean Business.

Airports in Georgia generate positive economic impacts as well as support many other sectors of local and state economies. In the summer of 2019, the Georgia Department of Transportation undertook a statewide study to estimate the annual economic impact of 102 study airports. The study estimated economic impacts for seven commercial airports and 95 general aviation airports. This report includes impacts related to **Barrow County Airport** and summarizes all Statewide Airport Economic Impacts.

Annual Economic Impacts for Barrow County Airport

Residents, businesses, and visitors benefit from the state's well-developed airport system. While supporting transportation, healthcare, tourism, and commerce, airports contribute to the economy. The Economic Impact Study identified specific economic impacts associated with the **Barrow County Airport** and other airport benefits. Key impacts for the **Barrow County Airport** follow.

- Annual Visitors **13,499**
- Employment Supported **284**
- Annual Payroll **\$10,761,100**
- Annual Spending **\$12,389,300**
- Annual Economic Impact **\$23,150,400**
- Airport-Supported Annual State & Local Sales & Income Tax Revenues **\$798,700**

Economic Impacts for Barrow County Airport

The table below provides information on the sources of annual economic impact estimated for the **Barrow County Airport**. For more information on the impacts reported here, consult the study's Technical Report available at dot.ga.gov/IS/AirportAid.

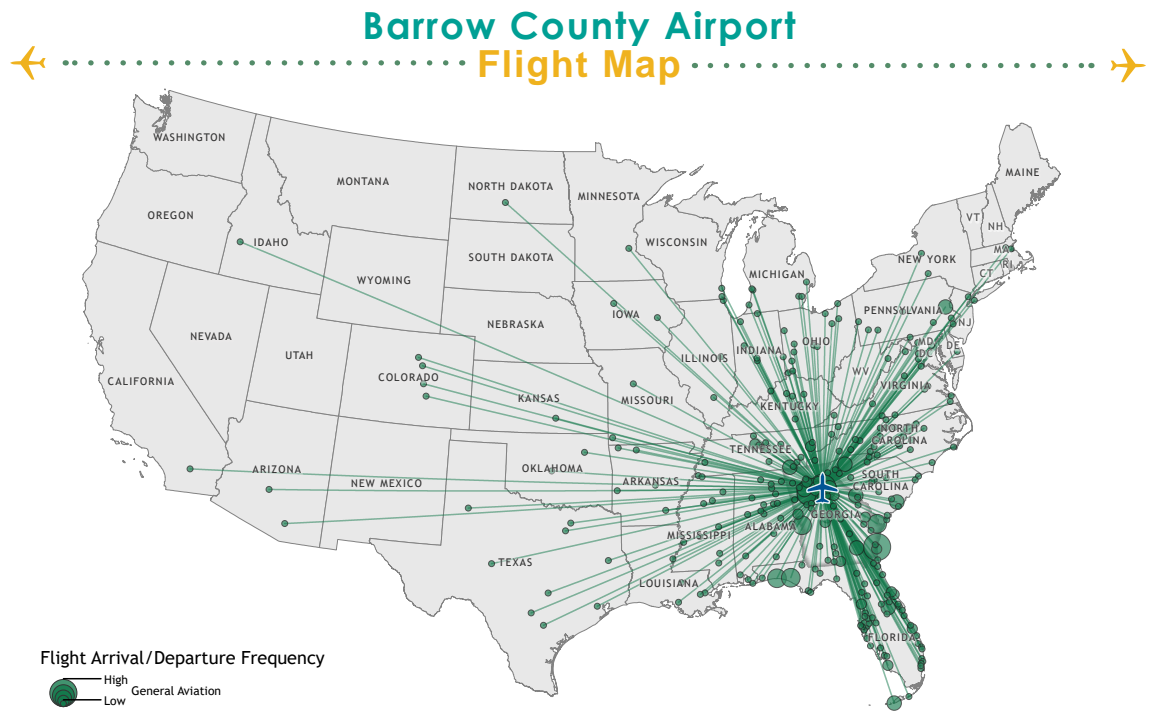
Annual Economic Impacts for Barrow County Airport

	Employment	Payroll	Spending	Total Economic Activity
Airport Management & Business Tenants	238	\$9,470,800	\$9,319,000	\$18,789,800
Capital Investment	14	\$420,600	\$1,722,100	\$2,142,700
General Aviation Visitor Expenditures	32	\$869,700	\$1,348,200	\$2,217,900
Total	284	\$10,761,100	\$12,389,300	\$23,150,400

Georgia Airports Support Connectivity

A flight from a Georgia airport is a gateway to over 40,000 worldwide airports, including over 19,000 airports in the US alone. When employers seek to relocate or expand, proximity to an airport is among the top 10 factors they consider in their decision making. Georgia's tourist industry also depends on the efficiency of air travel.

This map depicts destinations for flights departing from and arriving at **Barrow County Airport** on any given day. This information is generated from the FAA's National Offload Program (NOP). Flights represent only a fraction of all destinations that can be reached directly from the airport. The map helps to show how the airport supports the travel needs of businesses, visitors, and residents of the airport's service area.



Top Five Destinations for Barrow County Airport

- 1** Atlanta, Georgia
- 2** Brunswick, Georgia
- 3** Destin, Florida
- 4** Panama City, Florida
- 5** Savannah, Georgia

Statewide Economic Impacts

Shown below are total annual statewide economic impacts. All economic impacts shown in this report for Hartsfield-Jackson Atlanta International Airport were obtained from a separate study for that airport conducted by the City of Atlanta. As shown, when all Georgia airports are considered, total annual statewide economic impacts are estimated at 450,502 jobs, \$9.2 billion in annual payroll, and \$73.7 billion in annual economic activity.

Statewide Economic Impacts All System Airports

	Hartsfield-Jackson Atlanta International Airport*	Commercial Study Airports	General Aviation Study Airports	State Total
Employment	383,242	52,376	14,893	450,502
Payroll	\$16.7 billion	\$1.3 billion	\$271 million	\$9.2 billion
Economic Activity	\$66.8 billion	\$2.2 billion	\$828 million	\$73.7 billion

*2016-2017 Technical Report, City of Atlanta Economic Impact Study

Economic Impact Categories and Measurements

The study identified impacts related to airport management (day-to-day airport operations), aviation-related business tenants, average annual capital investment, expenditures from visitors arriving on general aviation aircraft, and expenditures by visitors arriving on scheduled commercial airline flights. For each of these five categories, impacts were measured for **employment, payroll, spending, and annual economic activity**. Annual economic activity is the sum of payroll and spending. In addition, the study estimated state and local tax revenues that are generated by airport-supported activities.



Airport Management



Aviation-Related Business Tenants



Average Annual Capital Investment



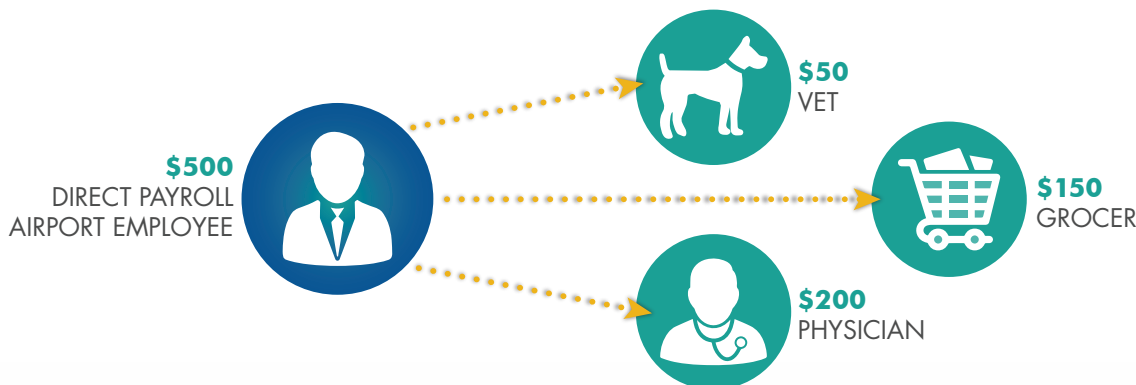
Visitors Arriving on General Aviation Aircrafts



Visitors Arriving on Commercial Flights

Study Methodology

Data collection and survey efforts identified **direct** economic impacts in each of the five impact categories using an approved FAA methodology. A state input/output model (**IMPLAN**) was used to estimate additional **indirect and induced** impacts, sometimes referred to as multiplier impacts. Combined, direct plus indirect/induced impacts equal total state or airport specific economic impacts.



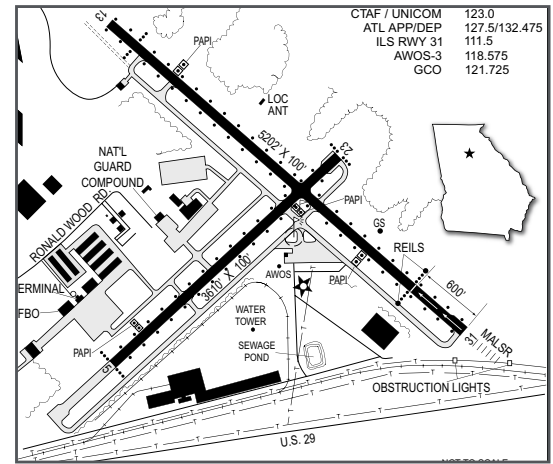
The direct impacts that start at the airport multiply within the state economy. The \$150 of direct impact spent with the grocery results in additional payroll (induced impacts) for the grocer's employees. As the grocery buys supplies, this additional business to business spending results in indirect impacts.

Barrow County Airport

Winder, the county seat of Barrow County, is located in North Georgia approximately 10 miles from Interstate 85 in the heart of the “Bio-Science Technology Corridor” along Georgia Highway 316.

The Barrow County Airport is located three miles east of Winder’s central business district, less than five miles north of Georgia Highway 316 which links the Atlanta metro area with Athens. The airport is owned and operated by the Barrow County Airport Authority. The airport has an instrument landing system and two runways - Runway 13/31 which is 5,202 feet long and Runway 05/23 which is 3,610 feet long. To compliment the airside facilities, the terminal facilities include a pilots’ lounge, on-site weather reporting, flight planning, and internet access.

Romanair is the airport’s fixed based operator, offering fueling, tie downs, and aircraft maintenance to local and visiting pilots. Georgia Avionics, Inc. provides major aircraft maintenance and sales and service on avionics equipment. Aircrane Inc., an external loading helicopter operator, is the largest heavy lift operator on the East Coast, specializing in construction loads and wildfire suppression. The airport is home to the Georgia Army National Guard’s 148th Medical Company. The air ambulance unit operates Huey helicopters and provides airfield and medical evacuation services. Zaxby’s has their corporate aircraft based at the airport, and Dragon Fly Aviation provides flight training. The airport supports local employers and serves as a gateway to the area for recreational visitors. Other important activities supported by the airport include flight training, law enforcement flights, Civil Air Patrol operations, aerial inspections and surveys, and medical transport.



Examples of How Barrow County Airport Supports its Community

There is a good chance you benefit from different activities that the airport supports. Airports support healthcare and emergency services. Airports support the state’s agricultural and forestry industries, and power companies rely on airports to keep electricity flowing. State and federal agencies use airports to protect the environment, and law enforcement benefits from airports. Businesses throughout Georgia rely on airports to improve their efficiency. Examples of how the airport benefits the community follow.



Tourism/Recreation: Many parts of Georgia attract visitors on a regular basis. Visitors who arrive in Georgia by air have significant spending that supports many jobs and payroll associated with these jobs. The airport provides the closest air access to several of Georgia’s more notable tourist attractions, including the Chateau Elan. This world class resort and spa serves Georgia’s wine-growing region. The airport also provides access to Michelin Raceway Road Atlanta, an iconic racetrack that supports Michelin’s global racing, and it supports a wide variety of car and motorcycle races that attract visitors from around the world. The airport assists in supporting area tourism and associated visitor spending.

Business Use: Airports are tools used by a wide variety of employers to increase many aspects of their efficiency. When businesses consider where they locate or expand, proximity to an airport is often a top consideration. Airports are also a contributor to an area’s economic diversification and growth. Both local and visiting businesses rely on air travel to increase their efficiency. Airports can be used to help companies expand their market areas, reduce employee travel time, provide access for customers and suppliers, and tie together offices in multiple locations. Businesses that rely on and benefit from the airport include Zaxby’s, whose corporate fleet is based at the airport, Northeast Sales Distributing (spirits), Trinity Rail Group, Change Business, and Cooper, Barnett & Paige (environmental). Other businesses that use the airport to support their operations include Roses (department store), Blue Bunny (ice cream), Caterpillar (construction equipment) WalMart, and Publix. By supporting these local and visiting businesses, the airport assists many sectors of the local economy.

Powerline Patrols: An estimated 500,000 miles of powerlines snake their way around the United States. General aviation aircraft are often employed to scout the lines and to report problems to the power company. Pilots flying low-power general aviation aircraft make observations on discrepancies, vegetation infringement, and other potential issues that may require maintenance or repair. Georgia Power uses the airport to support its maintenance activities, which include aerial powerline patrols that are necessary to provide reliable and economical service to customers. Georgia’s electric highway of powerlines covers 12,500 miles. Roto Blade also uses the airport to help maintain the flow of electricity to area residents and businesses. The company uses a powerful 10-bladed saw, suspended below a helicopter, to trim limbs and other vegetation from overhead electric distribution and transmission lines. They operate under contract to various utility providers. Roto Blade uses the airport to conduct aerial tree trimming and topping and to provide aerial patrols for emergency storm response services helping to ensure an uninterrupted flow of electricity.

Law Enforcement: The airport supports essential law enforcement activities. The Georgia State Patrol (GSP) Aviation Division uses the airport and operates 24/7 to provide air support for different assignments. GSP supports public safety interests for the citizens of Georgia. The GSP Aviation Division performs aerial search and rescue missions utilizing infra-red cameras, and many missing persons have been located from the air using this technology. Other missions supported by the GSP Aviation Division include manhunts, aerial photography, aerial surveillance, natural disaster response, SWAT missions, and fire suppression. The airport supports the operations of the Barrow County Sheriff and the Department of Alcohol, Tobacco, and Firearms (ATF).

THIS DOCUMENT WAS PREPARED BY

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Data collection and analysis for this study took place before the onset of the COVID-19 pandemic in March 2020. Results reflect conditions at Georgia airports prior to that time.

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